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CONSUMER TIME

A MODERN FISH STORY

NETWORK: NBC DATE: November 9, 1946

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are your inquiring consumers...Johnny and Mrs. Freyman.

5. JOHN: Today, Mrs. Freyman, we've promised to tell a modern fish story.

6. FREYMAN: That's right, Johnny...the story of the fish we eat...brought up to date.

7. JOHN: And since fish stories have to start with the catch...let's begin with the modern equipment being used today to bring you the best fish ever.

8. FREYMAN: You mean streamlined boats, Johnny?

9. JOHN: Yes...fishing boats today are trim craft with powerful motors. But what do you think of the idea of radio telephones...so that the ships can talk to people on shore and on other ships?

10. FREYMAN: Well...that is something. Who gets the credit for that bright idea?

11. JOHN: The Navy, I guess. You see, back in 1942, the Navy saw how helpful our fishing fleet in the Atlantic could be for spotting enemy submarines and rescuing aviators and torpedoed merchant seamen.

12. FREYMAN: I should think fishermen would be good for patrol work. Aren't they used to watching the sea very carefully?

13. JOHN: And how they are...so the Navy knew they'd be quick to notice anything unusual out to sea. And with a radio telephone installed, the confidential observer on each boat from Maine to Florida could report back to the Navy.

14. FREYMAN: Who was the confidential observer, Johnny?

15. JOHN: That's the term the Navy used for their contact man aboard each vessel. Generally he was the captain of the ship or the mate.

16. FREYMAN: Well, that sounds like a pretty efficient setup. No wonder we won the battle of the Atlantic.

17. JOHN: Yes...the fishing fleets were very valuable. Listen to what Vice Admiral Leary of the Navy said about them.

18. MAN: "The assistance provided during the war by the commercial fishing fleets along the Atlantic Coast was invaluable to the Navy and could not have been obtained from any other source. The cooperation of the masters, who not only received no reimbursement for their services but often sacrificed their fishing time at sea, was outstanding. They may be justifiably proud of the certificates awarded them by the Navy in recognition of their patriotic services as Confidential Observers."

19. JOHN: Yes...our fishing captains can be mighty proud of the certificates awarded them by the Navy for patriotic services. And Mrs. Freyman the radio telephone equipment that helped out so much during the war is doing a mighty swell job for our peacetime fishing fleet.

20. FREYMAN: Well, just what do the fishermen use these radio telephones for, Johnny?

21. JOHN: Well I think the best job the radio telephones on these fishing boats have done so far was when they actually saved seventeen men off Sable Island.

22. FREYMAN: Sable Island...that's way over my head, Johnny.

23. JOHN: No it's shallow water as a matter of fact.

24. FREYMAN: Oh Johnny.

25. JOHN: I guess I deserve that...Sable Island is nothing to joke about. It's the most dreaded spot in the North Atlantic.

26. FREYMAN: Where is Sable Island and why is it such a bad place, Johnny?

27. JOHN: It's a shallow area just south of the western end of Nova Scotia. More than two hundred ships have met their doom there. Once a ship gets stuck in those sands, it never gets free and the stormy waves eventually pound it to pieces.

28. FREYMAN: Johnny...that sounds dreadful.

29. JOHN: It is. The whole fishing grounds in that area are known as the "Grave Yard of the Atlantic." But back one night last December in a howling 80 mile blizzard...the tide changed off Sable Island ...in more ways than one.

30. SOUND: BLIZZARD....KEEP IT IN B.G.

(ON FILTER)

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31. THERIAULT: Captain Theriault on the "Joffre" calling Captain Schwartz on the "Gale !" Captain Theriault calling Captain Schwartz ! Can you hear me, Schwartz?

32. SCHWARTZ: This is Schwartz. I can hear you fine. Hope you haven't got the hard luck we have. We're stuck on Sable Island ...in this infernal blow.

33. THERIEAULT: Yes....I heard you reporting in to the Coast Guard. My ship's about fifteen miles away. How does it look?

34. SCHWARTZ: Not so good. Wind's blowing up to eighty miles an hour...and the snow's swirling thick. The breakers are pounding the ship hard. Crew's getting kind of desperate.

35. THERIAULT: Well you tell them to sit tight until the tide changes. Otherwise they'll never make it in the life boats. Waves will capsize 'em before they can count four.

36. SCHWARTZ: I'm afraid they've decided to run for it in the dory...better than dying in this death trap. They know the ship can't stand up under this beating forever.

37. THERIAULT: Man, they won't have a chance. Get 'em around the phone....I want to talk to them.

38. SCHWARTZ: Most of them are in here now...go ahead, Captain Theriault.

39. THERIAULT: Men....I know those waters. It's old familiar ground to us Nova Scotia skippers. And I'm telling you, the only way to safety is to wait until the tide changes this afternoon. If you go out in those small boats now...the waves'll beat the bejabbers out of you. I beg you men to wait until the tide changes...that's your only chance....You've got to wait until the tide changes.

40. SOUND: WASHES HIS VOICE OUT .... HOLD IT UNDER

41. JOHN: Captain Theriault pleaded over the phone with the men on the stranded vessel to stay on the ship until the tide turned... and finally....

42. SCHARTZ: Captain Theriault...the men have agreed to take your advice. We're going to stick it out...until this afternoon.

43. SOUND: UP....FADE OUT DURING NEXT SPEECH

44. JOHN: By afternoon of that day, the wind died down some...the tide changed...and the men from the stranded ship, safely rowed away to where a rescue ship was standing by. And the Graveyard of the Atlantic was cheated of seventeen lives.

45. FREYMAN: Well, I was worried about those men for a while, Johnny. They were in a tough spot.

46. JOHN: Indeed they were, Mrs. Freyman. But having telephone communication with other ships made it possible for them to get expert advice from the Novia Scotia sea captain.

47. FREYMAN: So those telephones saved their lives.

48. JOHN: Yes...and those radio telephones help the fishermen in other situations too. They supply them with weather reports... and information on the condition of the market in the different fishing ports.

49. FREYMAN: Then the fishing captains know which is the best place to sell their fish.

50. JOHN: That's right. And another modern gadget some of the fishing fleets have is a sounding device that makes it possible to locate schools of fish, especially herring and sardines.

51. FREYMAN: Ingenious! How does it work?

52. JOHN: I was afraid you'd ask that. I don't know exactly how it does it...except that it's got something to do with recording the sound....Fishing by echoes, they call it.

53. FREYMAN: Sounds like radar.

54. JOHN: I think it is sort of similar.

55. FREYMAN: Well, as long as it means more fish coming to market, I'm for it.

56. JOHN: That it does.

57. FREYMAN: Well, Johnny, I'm beginning to see what you mean by the fishing fleets going modern with their equipment...radio telephones, fishing by echoes...what next?

58. JOHN: Floating fish factories.

59. FREYMAN: Johnny...when you said that, I had a vision of a big building with smoking chimneys...just...sort of...floating on the water.

60. JOHN: Well...what's the matter with that? Can't you fathom the idea, Mrs. Freyman?

61. FREYMAN: Hmmm....I'm trying to, Johnny.

62. JOHN: Well...floating factories are just like what they sound. On the Pacific coast, there are ships that process and can fish right on board. Other ships fillet, freeze, and package the fish while they're still at sea.

63. FREYMAN: That should save time. Then when the ship comes into port...the fish can be shipped right out.

64. JOHN: Right...and in the case of the frozen fish...special refrigerator cars carry them all over the country. And of course we even have flying sea food.

65. FREYMAN: Oh yes...we heard about lobsters shipped by plane when we talked about air transportation of food...a couple of months ago.

66. JOHN: And remember, we found out then that there are still a lot of things that have to be developed before more specialty food items can be shipped by air....

67. FREYMAN: Mmm hmm...things like special cartons...temperature control...and even special cargo planes.

68. JOHN: So, Mrs. Freyman, with some fish actually flying through the air you can see what I mean by modern fish....

69. FREYMAN: Yes...but Johnny, I must confess. The fish I've eaten this week doesn't seem any different from the fish I remember a couple of years ago.

70. JOHN: What kind of fish was it?

71. FREYMAN: Haddock.

72. JOHN: Frozen?

73. FREYMAN: Yes.

74. JOHN: Fillets?

75. FREYMAN: Yes.

76. JOHN: Was it tasty?

77. FREYMAN: Delicious!

78. JOHN: Uh huh...and how long did it take you to prepare it?

79. FREYMAN: Oh about a minute, I guess. I just unwrapped the fish...put it in the pan...dotted it with fat...a shake of salt...a dash of pepper...and then I whisked it into the oven. Why all the questions?

80. JOHN: Well, Mrs. Freyman, you just take those frozen fish for granted. You're used to them. Don't you remember a few years back...you probably didn't see frozen fillets in your market.

81. FREYMAN: Why...that's right. How long is it since frozen fish fillets have been on the market?

82. JOHN: They first appeared in the early twenties...on a small scale. But it's only in the last few years that they've been widely distributed.

83. FREYMAN: Well, they've been here long enough for me to get so used to frozen fillets that I take them for granted.

84. JOHN: Yes...you and many, many homemakers all over the country are used to the convenience of frozen fish fillets...fish in its most modern dress. And the very latest news in the fishing industry is that there's plenty of frozen fillets as well as fresh fish available right now.

85. FREYMAN: Well, let's concentrate on the frozen fish, Johnny, as long as we're talking about modern things...'cause I'm really in love with those boneless fillets. They're so easy to prepare.

86. JOHN: And there's no waste...because you buy only as much as you need and it's all fish.

87. FREYMAN: And what I like is...you don't have to thaw frozen fish before you cook it.

88. JOHN: What's more...fish is good for you.

89. FREYMAN: Look who's telling whom?

90. JOHN: Oh...you're up on that subject, are you?

91. FREYMAN: I bet I can give more reasons why fish is important in our diets than you can, Johnny.

92. JOHN: Okay...your turn first.

93. FREYMAN: In the first place...fish is an important protein food. And we should have at least one serving of protein every day if possible.

94. JOHN: Sea food are rich in iodine.

95. FREYMAN: And calcium.

96. JOHN: And phosphorus.

97. FREYMAN: Don't forget iron and copper.

98. JOHN: And then there are the vitamins....

99. FREYMAN: A....B....and...D...to be specific.

100. JOHN: Just like a woman...has to get in the last word.

101. FREYMAN: I'm not through yet. Did you know that the frozen fish has the same nutritive value locked right in?

102. JOHN: All those minerals and vitamins and protein? Well, that's encouraging.

103. FREYMAN: But it just seems remarkable, doesn't it, Johnny. Fish is frozen solid and then after cooking...just a short time...it's so tasty ...and so tender.

104. JOHN: Well, we're just following a principle laid down by nature. We quick freeze the fish so that there are no large ice crystals formed to break the cells of the meaty part. For a real illustration of this we could journey west...far, far to the west...and north across the cold lands of Alaska...across the Bering Strait...to Siberia.

105. SASHA: Ivan...Ivan, my brother....come here quickly.

106. IVAN: (PROJECTING) Sasha...you called?

107. SHASHA: Yes...come over here quickly....I've something to show you.

108. IVAN: Well...what is it? Why are you staring into the river? You'd think my brother had never seen the waters of the Obi before.

109. SASHA: But the fish, Ivan...see they are swimming around.

110. IVAN: I see them. We must go fishing someday soon.

111. SASHA: So healthy looking...plump in fact.

112. IVAN: And how would you expect to see the fish in the spring?

113. SASHA: But Ivan...not a week ago this river was frozen...a solid mass of ice.

114. IVAN: And that too you find unusual? Where are your wits, my dear brother? All the rivers in Siberia freeze solid...every winter. Have you frogotten?

115. SASHA: No....No....I have not forgotten. But I hadn't thought of the fish. Why Ivan...they must be frozen rigid right in the ice all winter long.

116. IVAN: I suppose they must. There's no place else for them to go.

117. SASHA: All through the winter they are encased in the ice...with no food...no life. And yet when the ice thaws....

118. IVAN: The fish thaw...naturally.

119. SASHA: Yes...Ivan...naturally...so naturally that life is restored to them. The fish live again....It is a marvel of nature, Ivan ...a wonder....(FADE)...a true wonder.

120. JOHN: And Mrs. Freyman, we use nature's method for freezing fish fillets today.

121. FREYMAN: But, Johnny, I don't buy fillets frozen in a solid block of ice. Fillets aren't even whole fish.

122. JOHN: No, of course not. Fillets are the meaty sides of the fish cut lengthwise away from the backbone. They vary in thickness with the plumpness of the fish. And they may weigh from several ounces to several pounds.

123. FREYMAN: But the freezing, Johnny? I'm still wondering about that.

124. JOHN: Well, the freezing is really an assembly line job, Mrs. Freyman. After the catch comes in...the first thing is to scale the fish.

125. FREYMAN: It's not such a tough job to scale fish. I've done it....B. F.

126. JOHN: B. F.?

127. FREYMAN: Before fillets.

128. JOHN: Oh...well, usually it's done by a mechanical scaler in a processing plant. And then the fish goes to the assembly belt where the fillets are cut by hand. Then on to the inspection. Incidentally, most plants have women inspectors.

129. FREYMAN: Well, I can understand that. It's usually the women who cook the fish fillets. So why not have a woman check on the quality.

130. JOHN: That's the theory. Well after the inspection, the fillets get a short dip in the brine tank.

131. FREYMAN: Why?

132. JOHN: For one thing, the salt water flavors the fish and cleans it too.

133. FREYMAN: Is that all the salt water does?

134. JOHN: No...the dip in the salt water helps the fish stay firm after it's thawed.

135. FREYMAN: Which is important.

136. JOHN: The next step is to wrap the fillets in parchment...pack them in cartons, and then send the cartons of fillets to the quick freeze room.

137. FREYMAN: And then the frozen fish go to refrigerated warehouses...and eventually to my local market.

138. JOHN: Correct. Speaking of markets...many fish people predict that more and more of our total supply of fish will come to market frozen.

139. FREYMAN: Well, if consumers have anything to say about it....

140. JOHN: They have everything to say about it.

141. FREYMAN: Then I a gree with you on the frozen fish. The accent now, Johnny, is on food that takes little time to prepare and cook.

142. JOHN: That's frozen fish fillets.

143. FREYMAN: And consumers want food in small packages...so they won't take up too much room in the refrigerator.

144. JOHN: That's frozen fish fillets. And some people have predicted that in ten years time, the store selling just fish will be out of date.

145. FREYMAN: Then where <u>will</u> I buy my fish?

146. JOHN: Ah...you'll walk into a market...and pick up a package of frozen fish lying right next to fresh frozen strawberries.

147. FREYMAN: Well, in some stores I can do that very thing right now and I do. So, let's not speak of frozen fish as a thing of the future.

148. JOHN: Oh definitely not....Frozen fish fillets are very much here with us in the present. The U. S. Department of Agriculture says there are very good supplies of frozen fish on hand for us to draw from all winter.

149. FREYMAN: Well that is good news...and it brings our fish story right up to date.

150. JOHN: And now, what's on CONSUMER TIME next week, Mrs. Freyman?

151. FREYMAN: Next week...makeover magic.

152. JOHN: Sounds good. What are we going to makeover?

153. FREYMAN: All kinds of things from old leather...fur...and felt.

154. JOHN: This really sounds interesting. What kinds of things?

155. FREYMAN: Oh...slippers...moccasins...hats...mittens...hand bags... suspenders...belts....

156. JOHN: Whoa...hold on, Mrs. Freyman. I don't know how to do any of those things.

157. FREYMAN: Well...neither did I, up until a little while ago. But next week, I'll tell you how easy it is. In fact...children can try their hand at some of these makeovers very successfully.

158. JOHN: Maybe there'll be a couple of good ideas for some Christmas gifts.

159. FREYMAN: Indeed there will. So search your attic and closets, Johnny... all the places where clothes too good to throw away have collected for a few years. If they're made from leather...fur ...or felt...chances are they can be renovated and used again.

160. JOHN: Okay it's a date...makeover magic with leather...fur...and felt, next week...on

161. SOUND: CASH REGISTER

162. ANNCR: CONSUMER TIME !

163. SOUND: CASH REGISTER....CLOSE DRAWER

164. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.
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